

Solutions-focused Breakouts - Broadband Solutions
 Wednesday, May 15, 2024

10 – 11 am	Jeremy Graves <i>President, Pivot</i> Bailey White <i>Co-Founder, CrowdFiber</i>	Building a Great Customer Experience from Start to Finish Join two of our most knowledgeable experts, who have worked with hundreds of members, as they share the keys to marketing your services and building an exceptional customer journey.
11 am – 12 pm	Teresa Ferguson <i>Sr. Director, Broadband & Infrastructure Funding</i>	From Application to Approval: Insights from State Broadband Directors Gain valuable perspectives on the funding journey from application to approval as state broadband directors share their insights. Discover best practices, common pitfalls, and essential strategies for navigating funding requirements effectively. Panelists: Greg Conte (TX BDO), Matt Schmit (IL BDO), Taylre Beaty (TN BDO)
12 – 1 pm	Lunch	
1 – 1:05 pm	Dana Taylor <i>President, Broadband Solutions</i>	Welcome
1:05 – 2 pm	Sharon Bird Jason van Niekerk	Better results with connected data A high-quality design is the cornerstone of helping you operate the business. You'll get ideas on how members used design to setup their bill of materials, budget, inventory tracking, grant reporting, etc. along with how they leveraged electronic design during a weather restoration event. Member Panelists: Russell Young (UCS), Lisa Prachar (ECE), Lynn Hodges (Ralls)
2 – 3 pm	John Szymanowski <i>COO, Broadband Solutions</i>	Drop Construction & Subscriber Turn-up There are different approaches to drop construction such as pre-constructing drops prior to service orders or success-based drop construction driven by service orders. This decision can drive subscriber activation rates but can also have an impact on your budget. Hear how these members navigated these decisions lessons learned. Member Panelists: Randy Smith (Dixie), Mike Pollock (Nex-Tech), Beau Jackson (WRVEC)
3 – 3:15 pm	Break	

3:15 – 4:10 pm **Alana Pilkington**
VP, Broadband Services

A Day in the Life of an ISP

What does an average day look like once the initial build project is complete and operations have stabilized according to these members. Hear how they staff the various team including residential vs business services sales/engineering as well as what they consider the optimal service plan types and other tips.

Member Panelists: Luke Johnson (Meeker), Cameron Smallwood (UCS), Bob Hance (Midwest)

4:10 – 4:55 pm **Aaron Bennett**
VP, Broadband Development

Beyond Residential Internet Service

You are providing residential internet service – what else should you be thinking about? Hear how these members expanded into other ways to leverage and monetize their fiber network with things like:

- Mobile Bundle
- Business Services
- Video Bundle
- Fiber Leasing
- E-Rate

Member Panelists: Kurt Gruending (WCVT), Jeremy Richert (MVEC), Robert Russell (GVEC)

4:55 – 5 pm **Dana Taylor**
President, Broadband Solutions

Closing Thoughts